

Be Proactive–Win Work!

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pursue and keep abreast of upcoming opportunities and timing.

Look ahead. Whether it’s through organized events or one-on-one meetings, seek out opportunities to gain insight and long-range information about contracts that the agency is considering for development. Being knowledgeable also puts you in a good position to be valued by potential team members and keeps you on the same footing with larger organizations that often have more resources to pursue work and greater access to information.

Be recognized and valued. Be seen, heard, and recognized – market your firm and showcase its value to potential team partners and the public

agency as much as possible. With a proactive approach backed by performance others will be seeking you out to join their team.

Watch for upcoming contracts...

Don’t let opportunity pass you by.

For more information, contact operez@bart.gov. For a full look-ahead at BART procurements, visit <http://www.bart.gov/about/business/lookahead.asp>.

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DBE BULLETIN FALL 2008

IN MOTION

Small Business Outreach...
Big Information Value

BART’s ongoing outreach to small and disadvantaged businesses continues to create interest, opportunities, and valuable relationships

In 2008, BART has held a series of well-received business outreach events, with up to 97 interested contractors and subcontractors in attendance. These meetings were sponsored by BART’s Office of Civil Rights, Procurement, Maintenance and Engineering, and Transit System Development departments, and were designed to provide an interactive forum in which BART representatives could share information and have a productive dialogue with the audience.

BART representatives talked about ongoing construction contracts and future opportunities that will be up for bid through December 2008. Opportunities discussed included contracts related to:

- > The Earthquake Safety Program
- > Central Contra Costa County Crossover
- > Lake Merritt Administration Building Dismantling Project
- > Warm Springs Extension Project
- > 480-Volt Switchgear Replacement Project



Forums like this demonstrate BART’s continued commitment to the Disadvantaged Business Enterprise (DBE) community. Feedback from participants indicated that the outreach meetings provide an excellent networking and information gathering opportunity where people seeking work from BART have a chance to communicate directly with senior BART personnel as well as business people with a history of working on BART projects. Watch the website for a future meeting or sign up to be on the announcement distribution list by sending your contact information and a request to: hoverst@bart.gov.

Be Proactive–Win Work!

Build relationships and make your skills known in the professional community

With more than 16 years at BART, Don Demer – the DBE Program Supervisor, Capital Projects, Office of Civil Rights – has had ample opportunity to gain a valuable perspective on the procurement and contract award process. He recently shared some sound advice on steps that DBEs and small firms can take to become part of a successful team to bid on work.

Be Proactive. Attend the pre-proposal and outreach meetings for the type of work/ contracts in which you are interested. You will meet most of the consultants and contractors going after the contracts, including the people who generally do the marketing for the firms, and who organize the teams going after the contracts. Take advantage of these networking opportunities to build relationships, define your role, know the teams that are forming, and establish an ongoing dialogue with others who share your interests.

Know the project managers. Outreach events offer the perfect setting to meet the project managers for the public agency putting out the contracts. If you can establish a dialogue with the project manager, you can get a better sense of what contracts you are best suited to

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IN MOTION
BART EARTHQUAKE SAFETY PROGRAM
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Produced by The Allen Group, LLC



Group Manager Speaks On... Multiple Construction Contracts Coming Up for Bid

Tom Horton, Group Manager
BART Earthquake Safety Program

As the Earthquake Safety Program progresses from design into construction, the types of opportunities for participation are changing. BART is now undertaking the selection of construction contractors.

Eleven construction contracts have been bid. In 2009, we expect to issue

at least 13 construction contracts. We anticipate all construction to be under contract by 2010, focusing on completion of the project in 2013.

The major construction contracts provide numerous opportunities for smaller firms. In addition to the major activities of concrete, steel, fiber-reinforced polymer and excavation/backfill, there will be considerable utilities and site restoration work required. We expect that prime contractors will seek out assistance in many of these areas, while concentrating their own efforts on the major excavation, steel, and concrete work.

As always, BART welcomes the participation of all qualified contractors, and invites all interested parties to participate in our outreach and other programs aimed at helping smaller firms to position for work and to locate potential prime contractors with whom they can partner or team. We look forward to working with you to make construction of the program a success!



Inspiring the Next Generation

During the course of the Earthquake Safety Program, the consultant and contracting community has worked together with BART staff to support youth activities designed to inspire young people to think about possible future careers in transportation and related fields. Through its youth outreach programs, BART hopes to give back to the communities it serves, preparing tomorrow's workforce with tools for success.

In keeping with this commitment, BART recently launched a series of transportation tours for youth, featuring both BART and San Francisco International Airport facilities. The tours are designed to give young people that live in the BART district a first-hand look

at train and airport operations. BART has also been a supporter of the United Negro College Fund and its Annual Walk-a-Thon and Health Education Fair.

This is the eighth year that BART is sponsoring teams of students to participate in the Future City Competition. Volunteer mentors advise the students as they prepare a computerized model of a futuristic city, write an essay, build an actual model of their city, and prepare for the regional competition. Winners of the regional event go on to the national competition in Washington, D.C., which takes place during National Engineers Week. Last year, two BART-sponsored schools placed in

the top three in the regional competition. This year's topic, "Creating a Self-Sufficient System Within the Home Which Conserves, Recycles, and Reuses Existing Water Sources," will challenge the students to create real-world solutions for the future.

For the many volunteers who have participated in these outreach programs, the enthusiasm and interest of the students involved has been the greatest reward. If you are interested in learning about opportunities to support these activities, please contact Naomi Briley, John Mack Young Innovators Program Coordinator, via email at nbriley@bart.gov or by phone at 510.464.6197.

On the Move with BART's Office of Civil Rights

There have been a few notable changes in the Office of Civil Rights (OCR). These include some new faces and some familiar ones. Wayne Wong returns to the department as Manager of OCR. He previously served as Manager, DBE Programs for OCR before going to BART Operations as Executive Assistant.

Since his return, Wayne has focused on OCR's mission to develop and implement BART's programs for Equal Employment Opportunity (EEO) and Disadvantaged Business Enterprises (DBEs), and to ensure equity in providing transit services and related benefits (Title VI) in compliance with local, state, and federal procedures and regulations. To accomplish this effectively, he has reorganized OCR into two primary units: the DBE unit and the EEO unit.

Linda Wells-Grogan has been with the District since 2004 and heads the DBE Unit as Manager, DBE Programs. Linda's staff includes Don Demer, Ron Granada, and two new staff members, Ruby Smith and Bendu Griffin. Ruby joins BART from the Allen Group, LLC, and Bendu has come from the Port of Oakland.

Sharon Campbell Moore heads the EEO Unit as Manager, EEO Programs. Sharon returns to OCR after over a year with the East Bay Municipal Utility District's Affirmative Action Office.

Sharon's staff includes Joan Morris (not shown) and two new members: Donna Titus Jackson, formerly of the Transit Systems Compliance executive office; and Hoa Sin, formerly of the Human Resources department.

To find out more about BART's EEO and DBE programs, visit the website at <http://www.bart.gov/about/business/ocr/>.



From Left to Right: Harry Overstreet, Sharon Moore, Wayne Wong, Linda Wells-Grogan, Ruby Smith, Ron Granada, and Don Demer. Sitting: Bendu Griffin, Hoa Sin, Donna Titus.

Women at Work

BART Senior Civil Rights Officer, Ruby Smith, recently asked Tracy Johnson, BART's Seismic Engineering Manager on the Earthquake Safety Program, a few questions about women in construction. With more than 25 years of experience in the engineering and construction industry, Tracy shared these thoughts.

Q. *What advice would you give to women starting out in the field of construction?*

A. Particularly in the beginning, don't be shy about asking questions. It's important to understand what you are building and the "whys" behind the design requirements. You will be challenged by others, so understand the big picture and get your facts straight.

Q. *What opportunities are available for women in transit construction?*

A. Today there are no limits. Women working on BART's projects are involved in every aspect of project development and construction, from engineering and design, to project and construction management, to field work. Transit projects provide a lot of great opportunities. It really comes down to what your interests are. One of the most rewarding feelings you can have comes from applying yourself in a way that adds value.

Q. *What can women or women-owned firms involved in construction do to put themselves in a better position to win work?*

A. If they have not worked with BART before, team with firms that have BART experience. BART makes every effort to award continuing opportunities to firms that have demonstrated some success in working with them. It is important to build visibility for yourself and a reputation for performance.

Q. *Are there any resources that you can recommend that would be helpful to women interested in this field of work?*

A. Networking is a must. Participate in professional organizations and events. If you particularly want to get a woman's perspective, the National Association of Women in Construction (NAWIC) and the Women's Transportation Seminar (WTS) are great resources with local chapters in the Bay Area.